

ABSTRACT OF THE DISCLOSURE

A single polarizer projector using a color switch (i.e., color filter) comprising an image processing circuit for the image scaling processing, a γ correction circuit for γ correction, a panel drive circuit for driving a reflection panel, a color switch drive circuit for driving a color switch for coloring according to the gradation on the reflection display panel, and a color switch, whereby the color switch drive circuit determines the mean luminance of the outputted picture element data (original image) which has undergone the image processing, and the white color or black color is inserted among the displayed gradation for each of the R, G and B colors according to the value of the mean luminance to expand the dynamic range of the image to be displayed.